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Unit 8 Assignment 2
Learning Aim B
Student Guide DISTINCTION

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Learning Aim B: Develop a Plan to Use Social Media in Business

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B.P3, B.P4, B.M2, BC.D2, BC.D3 Evidence

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B.P3 The Business

Explain:

- The name of the business
- What the business is
- What the business does

For which you are going to create a social media site for. It can be a real business with a real client or one invented for the purpose of your Assignment – but you **NEED A CLIENT**

Resources and Information	**Textbook page 377**
Have I done This?	
Am I confident on This?	

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B.P3 Set Requirements and Benefits

Requirement	Benefit
E.g. create twitter account	e.g. Will allow the company to post on twitter

Resources and Information	Textbook pages 377 - 378
Have I done This?	
Am I confident on This?	

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B.P3 Establish Timescales and Responsibilities

Day	Task	Completed By	Responsible
e.g. 1	E.g. create twitter account	e.g. 17th March	e.g. © TheComputingTutor

Resources and Information	Textbook page 379
Have I done This?	
Am I confident on This?	

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BC.D3 Demonstrate Personal Quality

Here you need to write evidence showing how this section demonstrates one of more of the following personal skills:

Individual responsibility

Creativity

Effective self management

Resources and Information	**The qualities suggested are: INDIVIDUAL RESPONSIBILITY and EFFECTIVE SELF MANAGEMENT**
Have I done This?	
Am I confident on This?	

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B.P3 Identify Social Media Site

Social Media Site	Site Profile	Site Requirements	Selected?
E.g. Instagram	e.g. Aimed at a younger, mobile friendly audience	e.g. Aimed at older users	e.g. NO
e.g. Facebook			
e.g. twitter			

Resources and Information	Textbook page 378, include at least 5 relevant social media sites
Have I done This?	
Am I confident on This?	

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B.P3 Identify Social Media Targets

Social Media Targets
E.g. 20 followers by month 1

Resources and Information	Textbook page 378, make sure targets are S.M.A.R.T., have about 6 targets
Have I done This?	
Am I confident on This?	

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B.P3 Identify Success Criteria

Task	Success Criteria
e.g. 20 site followers by month 1	e.g. 15 or more followers were achieved, this is considered a success

Resources and Information	Textbook page 378
Have I done This?	
Am I confident on This?	

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B.P3 Identify Target Audience

Target Audience Property	Description
Age	
Gender	
Interests	
Income	
Any other…	

Resources and Information	Textbook page 380
Have I done This?	
Am I confident on This?	

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B.M2 Justify Business Requirements

You will need to justify how these planning decision will fulfil **its purpose and the business requirements.**

This is all about the business

This is not about whether the social media plan or the content is any good

Does the decisions you have come up with help the business?

You need to use keywords such as ‘because’ and ‘therefore’

Resources and Information	**Textbook pages 377 - 379**
Have I done This?	
Am I confident on This?	

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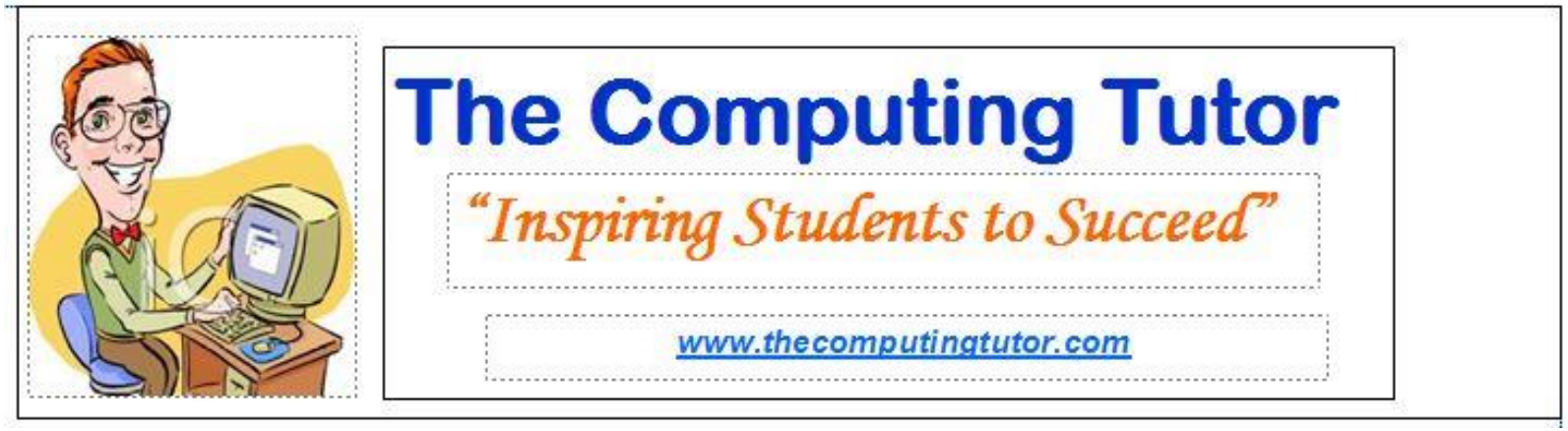

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